



**JOB POSTING**  
**Assistant Retail Manager**

---

The ideal candidate will transform Unlock Tampa Bay Visitor Center into an informational and retail operation that reflects our brand and becomes a beacon for residents and visitors. The manager will provide leadership, set the pace in exceptional customer service, drive retail sales, and provide an exceptional customer experience.

---

Responsibilities

**Customer Experience and Communication**

- Initiates conversation and interacts with the customer in an authentic, personalized manner
- Utilizes technology to enhance the customer's experience
- Participate in activations and promotions
- Engage with customer - offer advice, product knowledge and destination information and experiences to engage with the customer
- Assist all visitors with prompt, friendly, and informative hospitality
- Ask questions to suggest alternate products, places to eat, and things to do etc.
- Exhibits a willingness to learn and adapt, maintaining an ongoing connection with the customer
- Collaborates with management and associates to develop new ideas, unique products, and store events

**Merchandising and Product Knowledge**

- Ongoing merchandising for seasonal experiences; i.e. Gasparilla, Black Heritage Festival, Tampa Pride Parade, etc.
- Knows what's new and what's selling well throughout the store and shares that knowledge with the customer
- Well-informed on events and special offers in-store and online, providing customers with a seamless visitor experience
- Ability to be cost-effective and procure Tampa made or branded products that create a unique shopping experience
- Continually restock update displays to provide optimal eye-appeal and an inviting atmosphere

**Management and Motivation**

- Takes initiative to develop associate's job skills and knowledge to drive store sales and achieve operational results
- Maintain and share up-to-date knowledge of Tampa Bay's events calendar, attractions, hotels, restaurants, and other offerings
- Lead and motivate team members to maximum performance, achieve store goals, and maintain a positive work environment
- Contributes to the team by being proactive, positive, respectful, and helpful to others
- Assists in the completion of daily function, such as activations and FAMs while keeping the focus on the customer experience
- Demonstrates awareness and adheres to Loss Prevention, Inventory Control, safety standards, and all other VTB policies and procedures
- Inspire both locals and visitors alike to love Tampa Bay.

Experience and Qualifications

- Three (3) years retail experience
- Vast POS knowledge
- Merchandising Acumen
- Ability to lead and motivated associates
- Excellent communication and interpersonal skills
- Record of accomplishment and success in achieving sales and KPI goals
- Flexible schedule to include holidays, weekends, and evenings
- Computer skills including Microsoft Office (Word, Excel, Outlook)

Visit Tampa Bay Salary & Benefits

- Competitive salary and benefits are commensurate with experience
- Ongoing career training & development

*If you are qualified & interested in this position, please send your resume to: [HR@VisitTampaBay.com](mailto:HR@VisitTampaBay.com)*